Alberta International Offices

Business Report

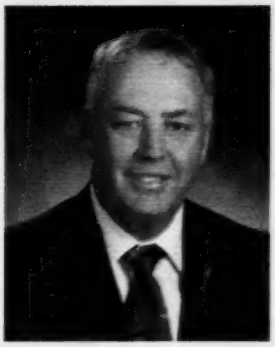
2012-13

Alberta
Canada

Contents

Minister's Message	2
About Us: Alberta's International Strategy	3
Meeting Our Goals	9
Output Measures	10
Measuring Success	10
Alberta's International Offices: 2012-13 Highlights	11
Alberta China Office (ACO)	12
Alberta Shanghai Office (ASO)	15
Alberta Germany Office (AGO)	16
Alberta Hong Kong Office (AHKO)	18
Alberta Japan Office (AJO)	20
Alberta Korea Office (AKO)	22
Alberta Mexico Office (AMO)	24
Alberta Taiwan Office (ATO)	26
Alberta United Kingdom Office (AUKO)	28
Alberta Washington Office (AWO)	30
Appendix : Budget Information 2012-13	32

Minister's Message



Honourable Cal Dallas
Minister of International and Intergovernmental Relations

Alberta is an export-based economy, and expanding markets is a key part of the Government of Alberta's Building Alberta Plan. Our province's continued economic prosperity depends on our ability to attract international investment and increase market access for Alberta's value-added products and services. Raising Alberta's profile on the world stage, co-ordinating government's and industry's efforts to prepare Albertans for success in the global economy, and helping to identify and pursue new international opportunities are just a few of the strategic steps we are taking to deliver the results Albertans expect.

Alberta's ambitious international goals are supported by the Government of Alberta's current network of 10 international offices—a network that will be expanding and gaining importance as part of the Government of Alberta's recently announced International Strategy. New offices in Brazil, California, Illinois, India, Singapore and Southern China will assist the Alberta government and industry as we look toward new opportunities in key regions: the United States, North Asia, South East Asia, Europe, and emerging markets.

Currently, our international offices in the United Kingdom and in Washington, D.C., play key roles in telling Alberta's story as a leader in responsible energy development and technological innovation through advocacy and on-the-ground engagement with decision-makers throughout the European Union and the United States.

Alberta's six offices in Asia also continue to support Premier Redford's vision for Alberta, which includes closer ties and expanded relations with Asia, Alberta's second largest trading partner.

Our efforts don't stop with Asia. In fact, the Alberta government has long recognized that diversifying our markets is key to Alberta's success, and our offices in Mexico and Germany work tirelessly to advance Alberta's cultural, educational and economic priorities in these regions.

Whether co-ordinating missions, facilitating industry connections for Alberta companies looking to expand into new markets, or attracting investment to Alberta, each of our offices supports Alberta's priorities by opening new doors and capitalizing on opportunities. I am proud that the Ministry of International and Intergovernmental Relations is taking the lead on Alberta's international profile while promoting Alberta as a desirable place to live, work, travel, study, and do business.

This report highlights the efforts of our international office staff as they work hard to support Alberta's growing international priorities. If your business is ready to pursue opportunities abroad or is looking for information and expertise on foreign markets, I encourage you to contact one of our offices.

Sincerely,

Cal Dallas
Minister of International and Intergovernmental Relations

About Us: Alberta's International Strategy

Alberta's renewed International Strategy supports the Government of Alberta's mandate to position Alberta front and centre in the global marketplace. It is essential that Alberta continues to expand its international profile as well as its access to markets. Through implementation of the new International Strategy, Alberta's strong resource and export-based economy will be bolstered by renewed commitment to strengthen ties with international markets. In a constantly changing world economy, building bridges with partners around the globe is part of ensuring success for Albertans and Alberta businesses.

Alberta's international offices play a crucial role in supporting Alberta's new International Strategy. With offices currently located in Beijing, Hong Kong, London, Mexico City, Munich, Seoul, Shanghai, Taipei City, Tokyo and Washington, D.C., Alberta will expand its global reach in the 2013-2014 fiscal year, opening new offices in priority markets. It is the mandate of the international offices to increase market access for Alberta businesses, strengthen the province's reputation abroad and promote Alberta as a destination for international investment. The international offices are equally committed to preparing Albertans to be part of the global community and supporting other provincial interests such as immigration, tourism, education, and culture while keeping abreast of economic and geo-political trends and movements.

Under the mandates of trade promotion, investment attraction, and advocacy, the specific emphasis of each office reflects the region and market in which it is located. The international offices develop annual work plans to deliver valuable programs and services focused on the opportunities and priorities within their target markets. These services include:

- helping Alberta companies enter new markets by providing introductions to key business contacts;
- promoting Alberta's industry capabilities and expertise to potential investors;
- strengthening intergovernmental relations and providing timely information on international, political and economic developments; and
- disseminating information about Alberta's world-leading environmental standards and practices to a global audience.

Alberta maintains a significant presence on the global stage. In many world markets, government endorsement of business interests is crucial to building relationships. The international office network is Alberta's on-the-ground representation, showcasing Alberta opportunities to local markets. During the 2012-13 fiscal year, Alberta's international offices played key roles in planning international missions for Premier Alison Redford, International and Intergovernmental Relations Minister Cal Dallas, International and Intergovernmental Relations Associate Minister Teresa Woo-Paw, as well as other Government of Alberta representatives – demonstrating Alberta's commitment to developing opportunities in overseas markets.

Expanding the Economy and Diversifying Markets

As the province looks to expand and diversify its trade and investment portfolio, Alberta's international offices provide a portal between Alberta and its partners abroad. With on-the-ground presence and expertise in local markets and business practices, the international office network gives Alberta businesses the information and resources needed to ensure success in the global marketplace. Alberta's international offices proactively seek out new partners and novel opportunities based on local market trends and promote Alberta as a location for new and expanded investment.

SUCCESS STORIES

Below are success stories demonstrating how Alberta's international offices help diversify markets and attract investment:

IFAT and Medica Trade Shows Lead to Success for Alberta Small Businesses

The Company: Frac Rite, a Calgary-based company, is an environmental services firm specializing in sustainable remediation of soil and groundwater. With decades of engineering experience and operations in many countries, Frac Rite has built a successful business helping clients meet their remediation needs.

The Opportunity: In the European market, there are an estimated 500,000+ contaminated sites in need of soil remediation, particularly in Germany, Belgium, Denmark, Italy and the Netherlands. For a small business like Frac Rite, breaking into the European market is an enormous task requiring superior market intelligence, business contacts, and resources. To get a foothold in the European market, Frac Rite began attending trade shows in Europe – partnering with government ministries to pool resources.

The Result: In 2012, Frac Rite, along with six other Alberta companies, exhibited in the Canada Pavilion at the IFAT trade fair in Munich, Germany. IFAT is an international show focused on water, sewage, waste and raw materials management. In conjunction with the trade fair, the Alberta Germany Office sponsored a matchmaking program and co-hosted the Canada Forum, which highlighted two Alberta speakers. Frac Rite made invaluable business contacts with a number of German-based environmental contractors with operations across Europe, and has made large inroads into the European market.

Medica Trade Show: Led by IIR's Europe Branch and supported by the Alberta Germany Office, 12 Alberta organizations participated in a medical technology trade fair in Düsseldorf, Germany, in November 2012. The Medica trade show has been running for 40 years, bringing together medical professionals, hospital representatives, and health technology companies from around the world. In 2012, Medica hosted more than 137,000 visitors and 4,500 exhibitors from 70 countries.

The Result: Calgary Scientific Inc. was one of the Alberta companies that attended the event. As a result, it has partnered with a German firm and has been granted funding through the Alberta-Germany Technology Commercialization Program. This funding supports product development and technology demonstration projects to enable advanced physician-to-physician collaboration in medical imaging analysis, aiding in the diagnosis of cardiovascular disease. Another Alberta company, The Litebook Company Ltd., based out of Medicine Hat, also attended the Medica Trade show. This is what Terry Cook, CEO of the Litebook Company Ltd., had to say about his involvement with the Alberta Germany Office:

"I was fortunate to attend Medica in Dusseldorf in November 2012 as part of the Alberta delegation. This opportunity was very beneficial to us. We are a small company and could not afford to attend this conference on our own... I wholeheartedly endorse this program."

Sharing Alberta Expertise Leads to Big Wins for Energy Companies

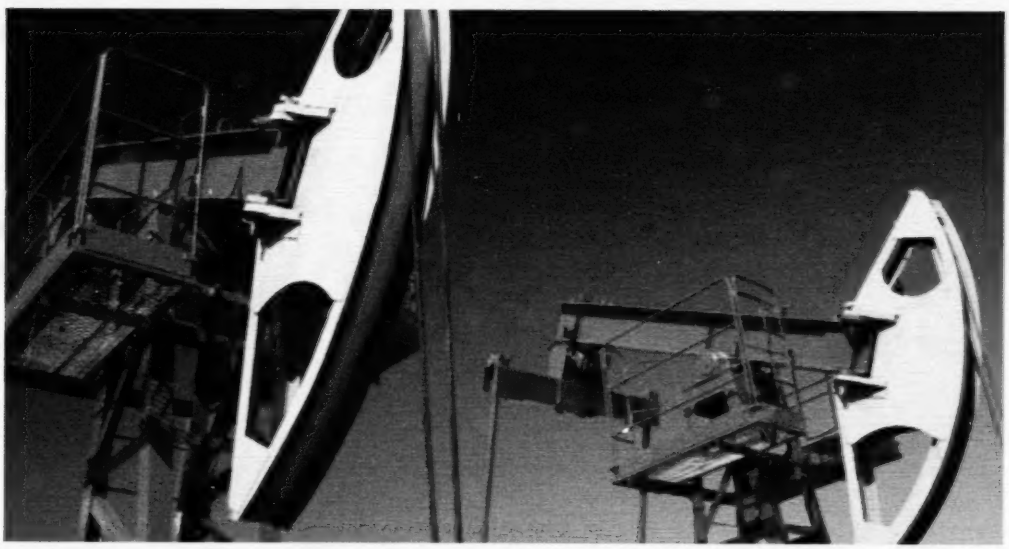
The Workshop: Canadian Heavy Oil Association (CHOA) Technical Workshop in Villahermosa, Ciudad del Carmen and Mexico City in May 2012

CHOA, the world's largest exclusively heavy oil-focused technical association, brought technical savvy and industry respected expertise to the three-city workshop. The program included matchmaking and presentations on how to efficiently, effectively and profitably develop Mexico's substantial and complex heavy oil resources. Integrated presentations from CHOA and select Alberta companies operating in Mexico showcased Alberta's expertise.

Results: Eleven Alberta companies participated in the workshop, as well as 300 participants from Mexican and international oil and gas service companies, including Pemex (Mexico's state-owned petroleum company) officials. Pre-tender projects were identified in the amount of $2.5 billion.

Edmonton-headquartered Wavefront Technology Solutions Inc. has been marketing to the Mexican oil industry since 2009. The AMO-IIR-CHOA joint workshop gave Wavefront qualified on-the-ground representation in Mexico and they have secured a multi-well pilot project in Mexico to showcase their technology for well stimulation. In addition, Wavefront has attracted interest not only from Pemex, but also from one of the world's largest integrated service companies. Interest pertains to Wavefront's operations in the Mexican market and global applications for the company's technology.

"I found this event to be one of the best international government events I have attended. CHOA was relevant and a good lead." Jim Lysk, Tarco, Latin America



International Relations: Alberta and the Global Community

Alberta's international offices help establish and strengthen formal relations with foreign governments and businesses that place a high value on government involvement and interest. The offices take part in co-ordinating international missions for the Premier, Ministers and MLAs to tell Alberta's story abroad. Missions strengthen intergovernmental relations and provide a platform for Alberta organizations, associations and businesses interested in expanding or partnering with counterparts around the world. The international offices provide Alberta decision-makers with timely information and analysis of international, political and economic developments.

SUCCESS STORIES

The success stories below demonstrate how Alberta's international offices help to facilitate international relations and establish partnerships with the global community:

Jalisco Twinning Partnership

Alberta has a very successful twinning relationship with the Mexican state of Jalisco. Since its inception in 1999, this partnership has focused on co-operation in agriculture, education, health, ICT/nanotechnology, labour, and economic development.

As in previous years, the agreement between Alberta and Jalisco to assist each other with emergency response led to five Jalisco firefighters attending a four-month training course in Hinton, Alberta. During wildfire season in Alberta, 81 Jalisco firefighters travelled to Alberta as part of the emergency deployment program. The Alberta Mexico Office (AMO) provided assistance communicating with the visa consular section, allowing the firefighters to travel within 24 hours of the emergency call. The AMO further co-operated with Alberta Sustainable Resource Development for flight arrangements and played a critical role in getting the relief firefighters on the ground in Alberta.

The Jalisco-Alberta Innovation & Commercialization Fund is a program run through the Government of Jalisco and Alberta Enterprise and Advanced Education. The goal of the program is to increase collaboration in research and technology development, and to create opportunities for knowledge sharing and product development. As part of its role on the Alberta-Jalisco Technology Commercialization Steering Committee, the AMO helped select five joint commercialization projects to receive a portion of the $6 million in available funding. The AMO is advocating for renewed funding of the project and continues to aid Alberta companies by researching potential partners and facilitating introductions.

Guanghua Nurse Fund Visits Alberta

The Alberta China Office and Alberta Enterprise and Advanced Education co-ordinated a visit to Edmonton and Calgary by the Secretary General and the Director of the Foreign Affairs Office for the China Guanghua Nurse Fund (GNF) in December 2012. IIR and Alberta Health Services were involved in the meetings and the delegation also met with Campus Alberta post-secondary institutions through site visits and a video conference roundtable. Results from this visit include the agreement by GNF to host two externs through the Alberta Abroad program and a contract for Mount Royal University to provide an online course titled "English for Nursing" to be used in China. The visit resulted in cultural exchange opportunities and strengthened partnerships for future collaboration.

Advocacy

The Alberta international offices work in close consultation with Canadian embassies and consulates to promote Alberta within the Canadian brand. The international offices are key delivery points for Alberta's story on responsible energy development and are actively engaged in disseminating information on Alberta's world-leading environmental standards and practices to a global audience. The offices work to inform international decision-makers in the political and business sectors that Alberta is:

- a committed, secure, and reliable global energy supplier with the capacity to meet the world's changing energy needs;
- an environmentally responsible energy developer of world-class energy resources; and
- a preferred supplier of goods and services to the world.

SUCCESS STORIES

The following success stories illustrate how Alberta's international offices support business needs and promote accurate messaging about Alberta as a responsible energy provider:

Joint product development for the Japanese market

The Opportunity: Japan is approximately 40 per cent self-sufficient in food resources and is therefore dependent on extensive imports to feed its population of 128 million people. The island nation is the world's largest net importer of agri-food products and its national cuisine uniquely reflects Japan's natural environment and regional diversity, with an underlying value system of food safety and quality. To meet the challenge of supplying this market, a group of like-minded agri-food suppliers in Japan and Alberta joined forces to develop a high-quality pork sausage product. Working with the Alberta Japan Office (AJO), the group called upon the expertise of the technical staff at Alberta's Food Processing Development Centre in Leduc (a division of Alberta Agriculture and Rural Development) to assist in product development.

The Challenge: The initial goal was to prepare a portfolio of samples for promotion at a Japanese industry fair that would meet both quality and taste demands of the Japanese market. After months of development, the project faced a challenge: a portion of the product, a Japanese-made collagen casing, would not be allowed to pass Japanese import restrictions. Confident in the product's quality and food safety, the AJO and partnering ministries found that the same restriction was not being applied to some U.S. products and advocated via the Canadian Food Inspection Agency that Canada be allowed the same terms.

The Result: In addition to providing language assistance, advice on customs clearance, introductions to contacts, and regulation information, the AJO and partnering ministries engaged in efforts that led to direct action by the federal government. Consequently, Canada is now allowed to export pork sausage using Japanese-made collagen casings with Canadian-made pork filling. After paving the way for other Alberta value-added foods, the product made its debut in spring 2013, gaining significant buyer interest. The AJO continues to provide assistance with buyer introductions and marketing strategies.

Advocating for Alberta

The Alberta United Kingdom Office (AUKO) has played a leading role in Alberta's reputation management in Europe, particularly relating to energy and environmental policy, such as the European Commission's Fuel Quality Directive. Leading the Government of Alberta's cross-ministry efforts, the AUKO participated in 189 meetings and 19 media briefings between April 1, 2012 and March 31, 2013 on this important issue, including various stakeholder sessions. Through these meetings and events, the AUKO advocated for a non-discriminatory EU Fuel Quality Directive based on science and equitable treatment of all crude oils. European audiences were informed of the results of a comprehensive study comparing life-cycle emissions for various crude oil sources, showing that oil sands-derived fuels fall on a continuum with current EU sources. Audiences were also informed of Alberta's efforts to combat global climate change through initiatives such as carbon pricing and funding for carbon capture and storage.

In March 2013, the AUKO was invited to participate as a panelist at a meeting of the European Alliance for Liberals and Democrats for Europe to speak about the trade implications of the Fuel Quality Directive. In addition, the AUKO meets with U.K. and European parliamentarians, policy-makers, media and other stakeholders to ensure that factual information is conveyed about Alberta's responsible and sustainable resource development, to advance the flow of investment into Alberta, and to improve future market access for Alberta's energy exports.

MEETING OUR GOALS

With a strong economy and abundant opportunity, our continued success is tied to our ability to market Alberta's goods, services, and people globally while attracting investment to our province.

The international offices have a diverse set of reporting criteria to ensure their work fully supports the Government of Alberta's international vision, the ministry's mandate, and the international needs of Albertans. The international offices are measured against a set of activity targets to ensure that resources and efforts are focused on the most relevant and cost-effective activities. Each measure/output supports a targeted outcome for Alberta's international offices network.

Output

- Number of visits to international offices websites[1]
- Local market and industry intelligence reports generated[2]
- Number of meetings and events attended[3]
- Number of missions/delegations to Alberta[4]
- Number of companies/investors participating in missions/delegations to Alberta
- Number of missions/delegations to the market [4]
- Number of Alberta companies participating in missions to the market
- Number of business introductions[5]
- Number of seminars, trade shows and events sponsored/hosted[6]
- Number of negotiations and followup meetings/calls generated (investment and trade)[7]

Outcomes

- Increased knowledge and readiness of Alberta companies entering the international marketplace
- Increased market share and market diversification for Alberta-made products and services
- Increased competitiveness and productivity of Alberta companies due to exposure to the international marketplace
- Increased awareness by international businesses about the advantages of doing business in Alberta.

1 Collected by Google Analytics
2 Intelligence reports provided to Alberta on foreign market, provided to foreign market regarding Alberta, and reports posted to AIO website.
3 Events (seminars, trade shows, and exhibitions) that the office staff attended or visited, one-on-one meetings, or telephone or video conferences).
4 Missions include those participated in or organized by AIO.
5 New business introductions between an Alberta company or organization and other companies/organizations in which there is potential for a future or continuing business relationship.
6 Events for which AIO is an active participant; hosting a display or booth or serving as chairman or speaker.
7 Subsequent business meeting after an introduction by the international office aimed at reaching mutually acceptable terms for joint venture, partnering agreements, and strategic alliance, or trade and investment contracts.

The ministry's annual report provides an overview of performance measurement and how the international offices contribute to the priorities and goals of International and Intergovernmental Relations. The International and Intergovernmental Relations 2012-13 Annual Report can be found at **www.international.alberta.ca.**

Output Measures

	Output Measure[1][2]	2010-11 actual	2011-12 actual	2012-13 target	2012-13 actual	2012-13 % of target
1	Number of visits to international offices websites	210,211	29,882	27,224	31,222	115%
2	Local market and industry intelligence reports generated	121	101	112	105	94%
3	Number of meetings and events attended	2,619	3,305	2,485	3,454	139%
4	Number of missions/delegations to Alberta	131	111	104	128	123%
5	Number of companies/investors participating in missions/delegations to Alberta	345	330	249	455	183%
6	Number of missions/delegations to the market	363	260	239	272	114%
7	Number of Alberta companies participating in missions to the market	718	641	453	651	144%
8	Number of business introductions	1,086	1,525	1,189	1,406	118%
9	Number of seminars, trade shows and events sponsored/hosted	175	195	125	163	130%
10	Number of negotiations and followup meetings/calls generated (investment and trade)	243	277	160	197	123%

1 Based on the logic model of the KPMG performance measure framework, previously reported 'performance measures' are classified as 'outputs.'

2 Given its focus on advancing Alberta's policy interests in Washington, D.C., the Alberta Washington Office is not included under these measures, which focus on trade promotion and investment attraction activities.

3 Data Limitations: Totals reflect "best efforts" reporting by international office staff and may differ from actual totals.

4 The method for recording website hits changed in fiscal year 2011-12, providing a more accurate representation of actual visitors to the website by eliminating hits from search engines and automated programs.

Measuring Success

Variance: Actual vs. Target 2012-13

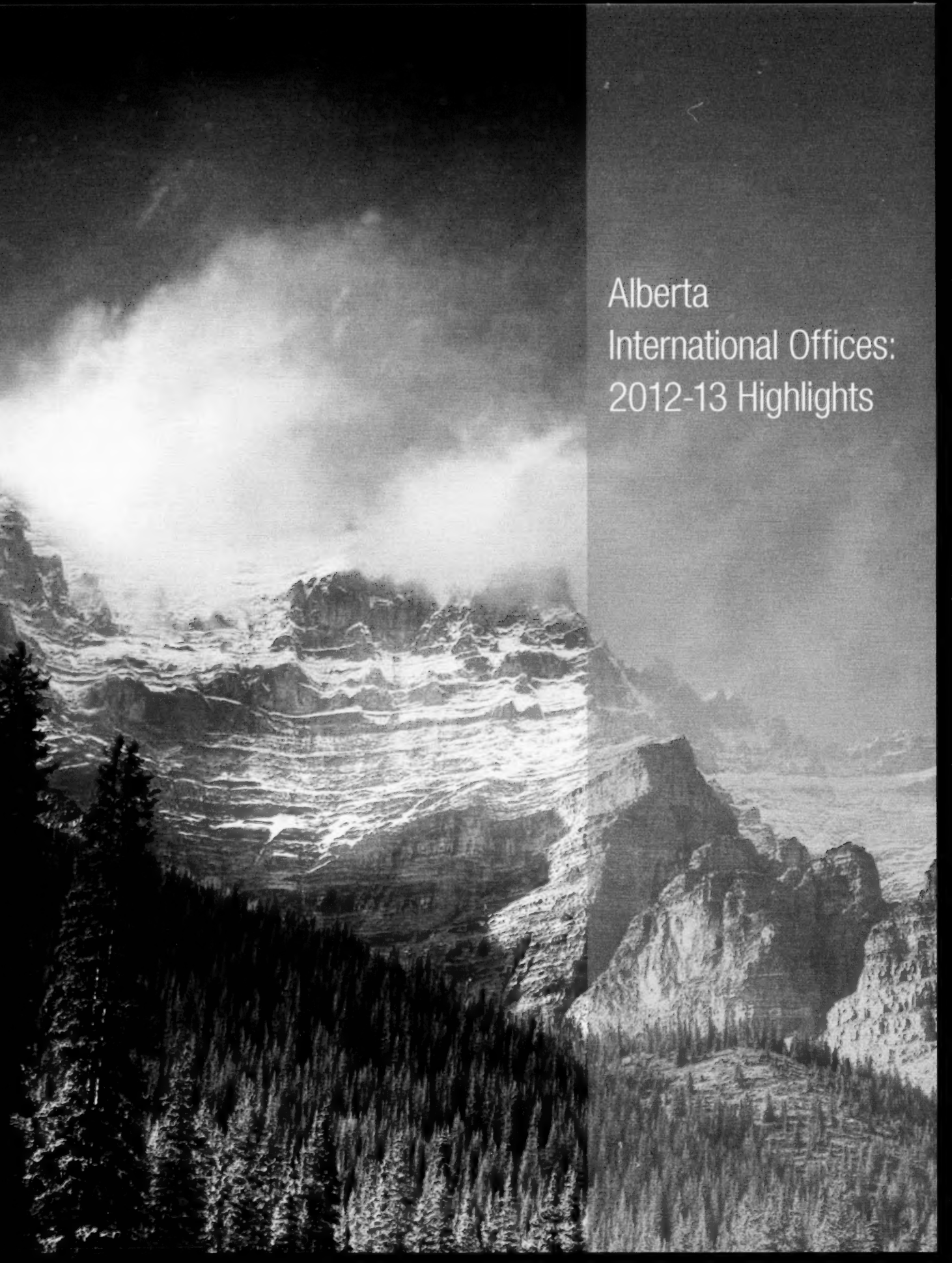
Results reflect that the Alberta international offices (AIOs) exceeded all but one of their set targets for 2012-13. In particular, results for the number of companies participating in incoming and outgoing missions were significantly exceeded; this is due to high interest in the services of the AIOs and international expansion efforts of Alberta companies. The number of meetings, events, trade shows and seminars attended also significantly exceeded targets; this is highly correlated with the number of Alberta companies participating in missions.

Output targets were set conservatively for 2012-13, as uncertain economic times were expected to reduce interest in international business activities such as travel, investment and global expansion. Furthermore, vacant manager positions in four offices, due to posting rotations, were expected to lower the number of activities for the fiscal year in the respective offices. The AIOs were able to achieve results despite these factors.

Output measures are under evaluation for 2013-2014 to ensure compatibility with Alberta's International Strategy and ministry performance measure logic models and targets are re-evaluated on a yearly basis and set accordingly.

Variance: 2010-11 and 2011-12 Actual vs. 2012-13 Actual

When comparing activity-related actual output results year over year, measures one to seven are up slightly from previous years. Measures eight to ten saw a large jump from 2010-11 to 2011-12 and are back down slightly in 2012-13. In 2011-12, lower results were deemed to be a consequence of the international offices network staffing changes and vacancies, and uncertain economic conditions worldwide. In 2012-13, outputs are back on the upward trend and expansion efforts in the 2013-14 fiscal year will see the opening of new locations and re-staffing of vacant positions across existing international offices to keep output trends moving upward.



Alberta International Offices: 2012-13 Highlights

Alberta China Office (ACO)

OPPORTUNITIES IN AGRICULTURE

Fuelled by rapid growth, China has emerged as a leading global importer of agricultural commodities including cotton, soybeans, vegetable oils, hides and skins. As China pushes for self sufficiency in staple agricultural products, opportunities exist in agricultural consulting services, livestock genetics, equipment, and food products. The re-opening of China's borders to beef imports from Canada in 2011 provides further opportunities for Alberta beef producers. The ACO has worked with industry to build a strong relationship between government, local industry and Alberta exporters and the office helped to successfully navigate the first test of this relationship during a food safety scare in September 2012.

Through years of valuable experience in China, the ACO provides an important link between Alberta and this priority market. China is Alberta's second largest trading partner in terms of export volume and, as Alberta looks to diversify its export markets, China's growing demand for raw materials presents a significant opportunity for Alberta businesses. Key sectors of interest include education, environment, agriculture, forestry and aviation.

China was the 9th largest source of foreign direct investment in Canada in 2012, with more than $12 billion in accumulated investment. The ACO works closely with Alberta officials and ministries to actively promote Alberta as an investment destination and to foster collaboration and joint-venture opportunities in energy, environment, ICT, agriculture and education. Visits from Premier Alison Redford, Cal Dallas, Minister of International and Intergovernmental Relations, and other prominent provincial and municipal representatives from Alberta complement the objectives of the ACO and enhance the province's profile in the region. The ACO is an important source of knowledge, market intelligence, expertise and contacts for Alberta businesses, and provides an essential link to one of the world's most sought-after markets.

Office Established	2000
Location	Beijing
Staff	1 GOA and 7 locally hired

China	2008	2009	2010	2011	2012 (est.)
National Population (millions)[1]	1,328.02	1,334.74	1,340.91	1,347.35	1,353.82
Nominal GDP, current prices (billions of US dollars)[1]	4,520.00	4,991.00	5,930.00	7,298.00	8,250.00
GDP/Capita, PPP (current international[4] dollar)[1]	6,185 .00	6,781.00	7,553.00	8,387.00	9,146.00
Alberta Domestic Exports (millions of Canadian dollars)[2]	3,118.00	2,706.00	2,881.00	3,039.00	3,684.00
Total Investment in Canada (millions of Canadian dollars)[3]	5,665.00	12,220.00	12,112.00	11,511.00	12,037.00

[1] Data compiled from IMF, World Economic Outlook database as of October 2013. GDP Deflator (Base year 1990) 2008-267.878, 2009-266.254, 2010-283.930, 2011-306.089, 2012-311.742

[2] Industry Canada Trade Data – as of October 2013.

[3] Statistics Canada, Table 376-0051 – as of October 2013.

[4] An international dollar has the same purchasing power over GDP as the U.S. dollar has in the United States.

2012-13 Highlights

Expanding the Economy and Diversifying Markets

SOWING THE SEEDS OF SUCCESS: 2012 CANADIAN GRAIN INFORMATION SESSIONS LED TO SUCCESS FOR AN ALBERTAN EXPORTER

The ACO and Alberta Agriculture and Rural Development (ARD), with support from Agri-Food Canada, hosted the Canadian Grain Information Sessions in Beijing and Shanghai in April 2012. The sessions featured information on the Canadian grain sector and presentations from several Canadian companies. The ACO organized seminars and presentations aimed at outlining changes to federal regulations to provide clarity for Chinese importers. As well, the ACO facilitated

incoming delegations to Alberta, including China SDIC International Trade Company Ltd., the trading arm of the Chinese State Development and Investment Corporation. On their visit to Alberta, SDIC met with Alberta companies. Fostering a successful relationship between Alberta and SDIC is of great significance for the grain industries of both countries.

CANADA ICT FORUM

The ACO co-organized the Canada ICT forum in Hefei, China, with the Consulate General of Canada in Shanghai and the provinces of British Columbia, Ontario and Quebec. The event marks the ACO's first outreach to Anhui Province in China. Hefei is the capital city of the region and plays an important role in scientific research in China. As a result, the forum provided a platform for the ACO and two Alberta companies to gain insight into the Chinese ICT industry and connect with local government organizations.

ALBERTA LUMBER EXPORTS

Alberta is Canada's largest producer of oriented strand board (OSB) products used in housing construction. When the industry suffered due to a domestic slowdown in the home-building market, it was necessary to mobilize idle capacity in Alberta. The ACO worked with government ministries and related associations to promote Alberta-engineered wood products in the Chinese market. Business matchmaking by the ACO introduced Heilongjiang Far East Forest Co., Ltd. to a wood product company with operations across Canada, including in High Level and Grande Prairie, Alberta, and an order was placed for sample containers of core stock panels for flooring and wood-frame construction.

Through the ACO's facilitation and mission co-ordination, two delegations from China visited Alberta. Alberta Environment and Sustainable Resource Development entered into talks with Jiangsu Forestry Administration and Zhejiang Forestry Bureau to collaborate and advance trade and investment priorities. Partnership amongst these provincial-level ministries is a catalyst for promoting trade for Alberta businesses and investment in the Alberta forestry industry.

PROTECTING ALBERTA BUSINESS

The ACO was informed by Chinese importers that, as of January 1, 2013, shipments into China would require both the importer and exporter to be registered at the Chinese General Administration of Industry and Commerce. Furthermore, labeling requirements were changed for some agricultural and food products. The ACO communicated these changes to affected Alberta businesses to ensure a smooth movement of goods.

NATIONAL ENERGY ADMINISTRATION

The ACO and Alberta Energy worked with the National Energy Administration (NEA) of China to seek practical and tangible ways to promote energy co-operation. The ACO's planning efforts ensured that the Joint Working Group's meeting (JWG) between NEA and Natural Resources Canada coincided with the Asia-Canada Unconventional Resources Forum held in Calgary in July 2012. The concurrent JWG and Resources Forum proceedings not only added an industry component to the policy discussions, but also raised the profile of both events. Discussions are underway for an agreement to facilitate long-term energy dialogue between Alberta and NEA.

Promoting Alberta and Investment Attraction

NEW WEST PARTNERSHIP (NWP) AGRICULTURAL MISSION HIGHLIGHTS CANADA'S VIBRANT AND DIVERSE AGRICULTURAL AND AGRI-FOOD PRODUCTS

The NWP includes the provinces of British Columbia, Alberta and Saskatchewan, representing one of the most significant economic regions in Canada. With a combined Gross Domestic Product of more than $550 billion, this region accounts for more than 70 per cent of Canada's agricultural and seafood exports to China. The NWP delegation to China hosted seminars for Chinese importers, distributors, processors and food industry representatives to discuss mutual opportunities for trade, investment, and research collaboration in the agricultural and agri-food sectors. The delegation included industry experts from Canada's livestock and meat, grain and oilseed, and specialty food sectors. Seminars highlighted topics such as cattle breeding, hog genetics, dairy genetics and technology, canola production, and pulses, honey, and barley production.

A Global Community – Building Connections in Education

Students of Chinese origin represented nearly 30 per cent of the 18,000 temporary foreign students studying in Alberta as of December 1, 2012. China is consistently the largest source of foreign students in Alberta and the ACO engages with Alberta school boards and post-secondary institutions to foster successful partnerships and agreements.

EDUCATIONAL EXCHANGES

The ACO acted as a liaison between Red Deer public schools and Hanban, a public institution affiliated with the Chinese Ministry of Education, to facilitate the posting of a volunteer teacher from China to a Red Deer school. As well as advising on visa procedures, logistical planning and meetings, the ACO partnered with Alberta Education to request funding from Hanban to send 20 Alberta students to a summer camp in China. The funding request was successful, marking the first time Hanban has sponsored a summer camp for Alberta students. The ACO also aided in logistical planning and participated in meetings when Hanban hosted a delegation of Alberta officials and school board leaders in 2012. Fostering this valuable relationship centred on education, teaching, and exchanges helps strengthen cultural ties between Alberta and China.

BEIBEI TEACHER TRAINING EXCHANGES

Alberta Education held a one-week training program in October 2012 for 50 English teachers from the Beibei Education Committee in Chongqing. The ACO facilitated the training and logistical arrangements. Three teachers from Grande Prairie gave a series of comprehensive training courses ranging from teaching plan preparation and classroom management to student assessment and resource utilization. The training was warmly welcomed by local teachers and a delegation from Chongqing Beibei Education subsequently visited Alberta. The exchanges strengthened the partnerships between Beibei and the St. Albert, Grande Yellowhead, and Grande Prairie school boards. Future high school, elementary school and teacher training exchanges are planned.

Alberta Shanghai Office (ASO)

Alberta's office in Shanghai underwent a transition from 2012 to 2013. A recent addition to Alberta's network of international offices, the ASO was set up in 2010 as part of the New West Partnership Agreement with British Columbia and Saskatchewan. During the 2012-13 fiscal year, the office was unstaffed and activities were managed through the Alberta China Office in Beijing. The focus was on creating industry, cultural and research links between Alberta and Shanghai.

Office Established	2010
Location	Shanghai
Staff	1 Alberta Representative

2012-13 Highlights

Expanding the Economy and Diversifying Markets

ALBERTA SAWMILL MISSION

The 2012 Alberta Sawmill Mission saw Alberta companies visit locations across China. Through meetings with local manufacturers, importers, and distributors in the Shanghai area, Alberta companies were able to increase their visibility in the market, gain valuable business contacts, and develop a network of potential clients and partners. The ACO co-ordinated the visit and assisted in organization and meeting facilitation.

HEALTH TECHNOLOGY MISSION TO NORTH ASIA

In May 2012, a Health Technology Mission to China was organized through the collaboration of the North Asia Branch of IIR, the Alberta offices in Beijing, Hong Kong and Shanghai, and Clinexus, part of Alberta Innovates – Technology Futures. The delegation attended the Hong Kong International Medical Devices and Supplies Fair and travelled to Shanghai and Beijing. The ASO hosted an Alberta Health Technology Roundtable as part of the mission program in Shanghai. Four Alberta companies attended the roundtable and local industry professionals gave presentations and participated in networking sessions.

A Global Community - Building Alberta's Brand

MBA STUDY TOURS VISIT SHANGHAI

The ASO welcomed MBA study tour participants from the University of Alberta School of Business and the University of Calgary's Haskayne School of Business. Students met with industry and government representatives, creating ties between the business leaders of Shanghai and Alberta.

SHARING BEST PRACTICES: CITY OF EDMONTON LOOKS TO LEARN FROM INDUSTRIAL PARK IN SHANGHAI

A delegation from the City of Edmonton visited Shanghai in 2012. Participants included Mayor Stephen Mandel and local business representatives. The purpose of the mission was to gain insight and understanding into the planning, development, operations, and management of large-scale industrial parks to aid in the planning of an Edmonton Energy and Technology Park. The ASO led the group on a comprehensive site visit of the highly successful Suzhou Industrial Park and held a seminar inviting China industry professionals to speak to the delegation. Discussion topics included China market entry strategies, legal structuring, outsourcing, manufacturing, and doing business in China.

In addition, the ASO organized a tour of the Shanghai Urban Exhibition Planning Centre for the City of Edmonton delegation, which provided relevant and informative insights. The visit provided an opportunity to share best practices and create connections between the municipalities.

GROWING TIES

- *Tourism from China has become a key area of interest for Alberta since Canada received approved destination status for Chinese citizens in 2010. In 2012, Edmonton and Jasper signed a joint agreement with Shanghai to promote travel and cultural exchanges.*
- *Alberta's domestic exports to China more than quadrupled from 2002 to 2012, rising from $833 million to $3.68 billion.*

Alberta Germany Office (AGO)

SMEs MAKING BIG BUSINESS IN GERMANY

Germany has a highly concentrated sector of small and medium-sized enterprises (99.5 per cent concentration of SMEs in 2011) and is a leader in product development and R&D, particularly in the private sector. Projects such as the Alberta-Germany Collaboration Fund for Product Development and Commercialization, endorsed by the AGO, could lead to rewarding partnerships between SMEs in Alberta and Germany.

Business and cultural connections established by the AGO are key factors in the success of the Alberta government's activities in Germany. With the recent announcement of an Agreement in Principle in the Canada-EU trade agreement (CETA) negotiations, the strategic location of the AGO in Munich is important. Near the heart of Europe, Alberta's 4th largest trading partner in terms of exports, the AGO is well positioned to advocate for Alberta's interests and promote the province as a place to do business, invest, travel and study. Germany is also one of Europe's powerhouses and a hub for collaboration in education, research, cultural activities, and policy discussions. In this advantageous environment, the AGO focuses on building a strong network of contacts in business, particularly in the technology sector, and fostering ties in government, education, culture, and research.

Office Established	2002
Location	Munich
Staff	1 GOA and 1 locally hired

Germany	2008	2009	2010	2011	2012 (est.)
National Population (millions)[1]	82.12	81.88	81.76	81.78	81.78
Nominal GDP, current prices (billions of US dollars)[1]	3,641.00	3,307.00	3,312.00	3,607.00	3,367.00
GDP/Capita, PPP (current international[4] dollar)[1]	35,678.00	34,265.00	36,173.00	38,077.00	39,059.00
Alberta Domestic Exports (millions of Canadian dollars)[2]	82.07	84.68	72.38.00	155.93	70.43
Total Investment in Canada (millions of Canadian dollars)[3]	12,454.00	9,371.00	8,161.00	11,014.00	11,735.00

[1] Data compiled from IMF, World Economic Outlook database – as of October 2013. GDP Deflator (Base year 2005) 2008-102.867, 2009-104.014, 2010-105.248, 2011-106.475, 2012-107.814

[2] Industry Canada Trade Data – as of October 2013.

[3] Statistics Canada, Table 376-0051 – as of October 2013.

[4] An international dollar has the same purchasing power over GDP as the U.S. dollar has in the United States.

2012-13 Highlights

Expanding the Economy and Diversifying Markets

RESEARCH COLLABORATION: ALBERTA-GERMANY COLLABORATION FUND FOR PRODUCT DEVELOPMENT AND COMMERCIALIZATION

The AGO supported the Munich kickoff event for the Alberta-Germany Collaboration Fund. The fund, established by Alberta's Ministry of Enterprise and Advanced Education (EAE), is delivered by the German-Canadian Centre for Innovation and Research.

The program facilitates partnerships between small Alberta businesses in the technology sector and German companies. The aim is to grow the global competitiveness of Alberta's small businesses, develop research-based alliances, and foster international trade and economic growth.

A delegation of 11 representatives from Alberta small and medium-sized enterprises presented at the event. It was not only a kickoff, but also a networking session for firms involved in clean technology, health and ICT. Throughout the development of the project, the AGO worked in close collaboration with EAE and Alberta businesses seeking partner companies in Germany. In the first round of funding, four Alberta companies were selected for funding of up to $150,000 and projects began April 1, 2013. A second round is underway and offers funding of up to $250,000 per project.

Promoting Alberta and Investment Attraction

Germany was the 10th largest source of foreign direct investment for Canada in 2012, with assets in Canada of more than $11 billion. The AGO provides contacts, facilitates missions and business matchmaking, and transmits market information to German firms looking to invest in Alberta.

SIEMENS CANADA COMMITS TO THE ALBERTA ENERGY SECTOR

Siemens Canada, a subsidiary of the large German multinational, announced in April 2013 an Alberta-Siemens memorandum of understanding (MOU). The MOU formalized the partnership, and ensuing projects will align Siemens R&D efforts with those of Alberta companies, Alberta's innovation system, and the province's research institutions. The AGO has worked with Siemens for years and facilitated introductions to EAE, including co-ordinating a mission in June 2012 regarding collaboration.

A Global Community – Building Alberta's Brand

ALBERTA: AN EDUCATION DESTINATION

The AGO facilitated education fairs in Munich and Hamburg for Alberta Education. Government representatives and leaders from 10 Alberta school districts travelled to the fairs to promote Alberta as a top destination for high-quality education, to meet agents in Germany, to learn more about the German education system, and to recruit German students interested

in studying in Alberta. The program involved matchmaking sessions with agents, information events for students and parents, and a meeting with the Bavarian Ministry of Education in Munich.

The AGO also represented Alberta Education at a school exchange fair in Konstanz. It was the first time Alberta was represented in this region of Germany and there were more than 600 participants, many of whom expressed great interest in educational opportunities in Alberta. Germany is the second largest source of foreign students coming to Alberta from Europe, after the U.K., and there are numerous educational exchange programs between schools, school boards and post-secondary institutions, particularly in Bavaria and Saxony.

THE REAL DEAL ON ALBERTA OIL SANDS

The AGO participated in roundtable discussions about economic opportunities and oil sands development in Alberta and supported Alberta delegates presenting at seminars and conferences regarding oil sands supply chain opportunities in the province. As well, the AGO collaborated with the Alberta United Kingdom Office to organize presentations at a German Canadian Chamber of Commerce event in Cologne. With talks about the Fuel Quality Directive and the Canada-EU trade agreement, it is increasingly important to promote a consistent message about Alberta and the oil sands. The AGO proactively upholds this goal.

"I look forward to the continued support of the Alberta Ministry of International and Intergovernmental Relations, especially as it pertains to small businesses such as ours, to make inroads into these large markets that we would not otherwise be able to access on our own." Gordon H. Bures, Frac Rite

Alberta Hong Kong Office (AHKO)

DID YOU KNOW

- *Alberta received increased attention from investors in Hong Kong and Greater China after the successful listing of Sunshine Oilsands Limited on the Hong Kong Stock Exchange and the acquisition of Nexen Inc. by CNOOC Ltd. Building on investment interest, the AHKO strives to enhance investor networks, facilitate trade and investment links, and foster economic relationships between the two markets.*
- *An estimated 295,000 Canadians live and work in Hong Kong, one of the largest Canadian expatriate communities worldwide.*
- *In November 2012, Canada and the Hong Kong Special Administrative Region signed a new double taxation treaty to remove tax barriers and encourage bilateral trade and investment (pending ratification).*

Hong Kong is an important trade and investment partner for Alberta. From 2008-2012, Alberta's exports to Hong Kong averaged $123.2 million per year and included exports of meat (primarily beef), plastics, electrical machinery, hides and skins, and canola oil. Hong Kong is a major financial centre in the region and remains a key entry point to the Greater China market. With strong cultural and business ties between Alberta and Hong Kong, the AHKO provides a crucial link that benefits Alberta businesses and keeps community ties strong.

Office Established	1980
Location	Hong Kong
Staff	1 Alberta Representative and 4 locally hired

Hong Kong	2008	2009	2010	2011	2012 (est.)
National Population (millions)[1]	6.96	7.00	7.05	7.11	7.17
Nominal GDP, current prices (billions of US dollars)[1]	215.00	209.00	224.00	244.00	258.00
GDP/Capita, PPP (current international[4] dollar)[1]	44,149.00	43,154.00	46,463.00	49,417.00	50,709.00
Alberta Domestic Exports (millions of Canadian dollars)[2]	106.97	99.22	146.93	141.77	121.12
Total Investment in Canada (millions of Canadian dollars)[3]	12,454.00	9,371.00	8,161.00	11,014.00	11,735.00

[1] Data compiled from IMF, World Economic Outlook database – as of October 2013. GDP Deflator (Base year 2005) 2008-102.867, 2009-104.014, 2010-105.248, 2011-106.475, 2012-107.814
[2] Industry Canada Trade Data – as of October 2013.
[3] Statistics Canada, Table 376-0051 – as of October 2013.
[4] An international dollar has the same purchasing power over GDP as the U.S. dollar has in the United States.

2012-13 Highlights

Expanding the Economy and Diversifying Markets

LOFTY SUCCESSES FOR CALGARY-BASED AIR TRAINING COLLEGE

With the gradual rollout of a reform plan in 2012 to liberalize low-altitude airspace and the general aviation sector in China, there is opportunity for Alberta firms providing operational infrastructure, such as general aviation airports, aircraft operators, flight schools and maintenance. Springbank Air Training College, just west of Calgary, capitalized on the opportunity to deliver aviation training programs for Chinese customers. The AHKO and ACO helped this small Alberta company gain an understanding of the regulatory controls of the Civil Aviation Administration of China. The offices also provided timely market intelligence, advice on cultural differences and assistance with identifying potential partners in China. The Alberta offices facilitated the marketing initiative of Springbank Air Training College at Airshow China 2012 in Zhuhai, Guangdong province. Subsequently, Springbank secured an agreement to introduce their flight training services into China.

"Their assistance prior to our arrival in organizing meetings and providing key information as to the culture in China was key to the success of our trip." Jayne Hepfner, President of Springbank Air Training College Ltd.

Promoting Alberta and Investment Attraction

CHINESE FIRM ESTABLISHES INVESTMENT VEHICLE IN CALGARY

A Chinese investment firm has established an investment vehicle in Calgary, after conducting several exploratory visits to Alberta. The AHKO promoted investment through collaboration during four Alberta-bound missions, speaking engagements, and investment seminars.

Keen interest in developing projects in Alberta's energy sector is due in part to increased demand for liquefied natural gas and petroleum products in Chinese markets. Investments of $500 million are projected in energy-related business ventures. As well as promoting Alberta's investment opportunities through missions and events, the AHKO provides critical market intelligence, business referrals, and insights into regulatory controls and investment regulations.

SHOWCASING INVESTMENT OPPORTUNITIES

The AHKO collaborated with Calgary Economic Development, the Consulate General of Canada in Hong Kong, and industry partners in Hong Kong to organize the Calgary Investment Symposium. The event featured thematic sessions showcasing investment opportunities in Calgary's energy and real estate sectors to an audience of 100 local investors. IIR Minister Cal Dallas attended the symposium.

In co-operation with the Alberta China Office in Beijing and the British Columbia trade office, the AHKO hosted the Western Canada Investment and Trade Promotion Seminar. The program included a delegation of representatives from Alberta and B.C. companies and organizations. Sessions included a green technology seminar and a roundtable discussion on education.

Other speaking engagements promoting investment in Alberta included the Invest in Canada Forum, spearheaded by the Consulate General of Canada in Shanghai, and the Global Resource Investment Conference organized by CWN Capital Inc.

A Global Community – Building Alberta's Brand

CONCORDIA OUTREACH MISSION LEADS TO PARTNERSHIP AGREEMENTS

During a mission to China in October 2012, Concordia University College signed an MOU and exchange agreement with Foshan University in Guangdong province. The AHKO facilitated further introductions between Concordia and Shenzhen University, also in Guangdong province. The two institutions entered into discussions on partnerships in programs related to cyber security and a formal agreement was established between Concordia and Shenzhen University in the summer of 2013.

ALBERTA SCHOOL WINS BIG AT CULINARY COMPETITION

NAIT's culinary team was featured in the Hong Kong International Culinary Classic 13 competition at HOFEX, Asia's largest food and hospitality trade show. The competition resulted in the team taking home four gold, eight silver and eight bronze medals and was a winning opportunity to showcase Alberta culinary skills and educational programs.

Alberta Japan Office (AJO)

"[AJO staff's] advice about cultural sensitivity and protocol, and in-depth knowledge of the environment and advance preparation were greatly appreciated. It was a cross-cultural learning experience for those of us new to Japan, as well as veterans of many former visits. (AJO's) close network of contacts with the related institutions, as well as Canadian Embassy staff, was an excellent bonus for us as we planned the event from Canada. The Alberta Japan Office has been absolutely instrumental to our productive work in Japan. [Their] support is of a consistently high quality."
Katy Campbell, PhD, Dean, Faculty of Extension, University of Alberta

With strong expertise in the energy, agriculture and education sectors, the team at the Alberta Japan Office (AJO) assists Alberta businesses and cultivates educational and cultural ties between Alberta and Japan. The office actively advocates for Alberta's energy and agriculture sectors and, with negotiations underway for a Canada-Japan Economic Partnership Agreement, the AJO is playing an increasingly important role ensuring Alberta's economic interests are represented. Beyond exports and investment, Alberta and Japan collaborate across political and cultural boundaries and encourage students and citizens to become global thinkers by creating opportunities for exchanges in education, sports and culture.

Office Established	1970
Location	Tokyo
Staff	1 GOA and 6 locally hired

Japan	2008	2009	2010	2011	2012 (est.)
National Population (millions)[1]	128.07	128.05	128.05	127.90	127.61
Nominal GDP, current prices (billions of US dollars)[1]	4,849.00	5,035 .00	5,489.00	5,867 .00	5,984.00
GDP/Capita, PPP (current international[4] dollar)[1]	33,915.00	32,323.00	34,241.00	34,748 .00	36,179.00
Alberta Domestic Exports (millions of Canadian dollars)[2]	2,031.00	1,491.00	1,472 .00	1,832 .00	1,979.00
Total Investment in Canada (millions of Canadian dollars)[3]	12,411.00	14,524.00	12,659.00	15,424.00	17,486.00

[1] Data compiled from IMF, World Economic Outlook database as of October 2013.
[2] Industry Canada Trade Data – as of October 2013.
[3] Statistics Canada, Table 376-0051 – as of October 2013.
[4] An international dollar has the same purchasing power over GDP as the U.S. dollar has in the United States.

2012-13 Highlights

Expanding the Economy and Diversifying Markets

TRADE SHOWS LEAD TO SUCCESS FOR ALBERTA TECH COMPANY

When an Alberta-based nuclear magnetic resonance (NMR) devices company wanted to develop its business globally, it used the AJO's expertise and business contacts to break into the fast-paced Japanese technical market. Initially, with the support of partner ministries, the company joined a delegation to participate in Japan's nanotechnology exhibitions. In addition to providing language assistance, opportunities for presentations, and preparation and development of printed material in Japanese, the AJO made key introductions to influential distributors. The office continues to advise regarding market intelligence and strategies on how to leverage this first critical success into expanded opportunities in the market.

ALBERTA BEEF EXPORTS: BACK IN BUSINESS

As of February 1, 2013, Japan is again accepting Canadian beef imports from cattle up to 30 months of age. In advance of the decision to reopen markets, the AJO procured opportunities for Alberta and the other New West Partnership members to meet with the Japanese government and industry officials. In partnership with the Canadian federal government and Alberta Agriculture

and Rural Development, the AJO proactively conducted market research, produced a timely market intelligence report, and facilitated roundtable discussions with key industry stakeholders.

Promoting Alberta and Investment Attraction

EXPANDED MARKET ACCESS COMING DOWN THE PIPELINE

An Alberta energy infrastructure firm and a Japanese refiner have formed a partnership to explore shipping liquefied gas across the Pacific to Asian markets eager for new energy supplies. The AJO assisted with introductions, committed to a continuous supply of market intelligence, and facilitated communication and partnership with other GOA ministries. The Calgary-based company and the Japanese firm will be equal partners in the project, which involves transporting both liquefied petroleum gas and liquefied natural gas overseas as early as 2016.

A Global Community – Building Alberta's Brand

CANADA-TOHOKU RECONSTRUCTION PROJECT: REBUILDING AFTER NATURAL DISASTER

The AJO participated in the opening of the Donguri Anne Public Library, the first building funded under the Canada-Tohoku Reconstruction Project. The initiative is a $4.6-million commitment to help rebuild public facilities using Canadian wood products and advanced wood technologies and is jointly funded by the Government of Canada, the Government of B.C., Canadian forest companies and the Government of Alberta. Funds from the reconstruction budget are also being used to rebuild the Yuriage public market.

CELEBRATING 100 YEARS FOR THE U OF A FACULTY OF EXTENSION

One hundred years ago, the University of Alberta's Faculty of Extension began working to connect the university to individuals and institutions across Alberta. That community engagement now extends around the world and includes 17 partnerships in Japan. In 2012, the Faculties of Extension, Agriculture, Life and Environmental Sciences, Law, and Pharmacy & Pharmaceutical Sciences came to Japan to celebrate the 100th anniversary of the Faculty of Extension. With communication and co-ordination assistance from the AJO, the event brought together more than 100 distinguished guests from partner institutions, government agencies and corporations from all over Japan. The occasion was also an opportunity for the AJO to initiate meetings with new potential stakeholders and students.

PROMOTING THE ALBERTA BRAND

The AJO helped organize a visit to Alberta by a Japanese production company that filmed and interviewed executives from the oil sands industry. The crew created a program for TV Tokyo entitled Future Century - Zipangu, an economics show featuring current world business and financial news and trends. The 45-minute program provided valuable publicity for the province.

Reaching Out Across the Globe

When Alberta-born Linda Ohama watched the terrible effects of the 2011 earthquake and tsunami in northern Japan unfold before her eyes, she thought of the children in the areas that were destroyed and the devastation in close-knit rural farming communities, similar to her childhood home in southern Alberta. She wanted to make sure the children in the villages in Japan knew people in other parts of the world were thinking of them. The people of Peace River, Alberta, were the first to answer the call. From there, through the power of youth, the project spread across Alberta and Canada.

The Japan-Canada Youth Quilt made its way to Japan for initial display at the Prince Takamado Gallery in the Embassy of Canada in Tokyo. The AJO facilitated and participated in opportunities for the quilt to be displayed in Nagasaki City Hall, an elementary school near Sendai, and in Shikaoi, which is the twin-town of Stony Plain, Alberta. In addition to creating opportunities to display the quilt, the events fostered discussions on continued educational and cultural exchange opportunities between Japan and Canada, including the Hope for Youth Educational project. In 2013-14, the project will be displayed on a cross-Canada tour.

Alberta Korea Office (AKO)

DID YOU KNOW

There are approximately 12,340 Albertans of Korean descent and approximately 3,000 South Koreans immigrated to Alberta between 2008 and 2012. Alberta's longest running twinning relationship is with Gangwon Province, Korea, and in 2014 they celebrate their 40th anniversary of relations.

Alberta has had a presence in South Korea, through the AKO, for the past 25 years. The office pursues the goals of community engagement, building business partnerships and supporting industry, and strengthening educational and cultural ties between Alberta and Korea. Alberta's fifth largest export market, Korea was the destination for more than $600 million in exports in 2012, primarily wood pulp, coal, wheat and meslin, machinery, pork, nickel, and acyclic alcohol. Korea is poised to become an even more crucial market for Alberta, as talks are ongoing about a Canada-Korea Free Trade Agreement. The AKO helps prepare Alberta companies to do business in Korea and represents Alberta's interests in the market.

Office Established	1988
Location	Seoul
Staff	2 locally hired

Korea	2008	2009	2010	2011	2012 (est.)
National Population (millions)[1]	48.95	49.18	49.41	49.78	50.01
Nominal GDP, current prices (billions of US dollars)[1]	931.00	834.00	1,015.00	1,116 .00	1,151.00
GDP/Capita, PPP (current international[4] dollar)[1]	27,513 .00	27,710.00	29,717.00	31,220 .00	32,431.00
Alberta Domestic Exports (millions of Canadian dollars)[2]	517.30	532.73	541.37	707.25	616.21
Total Investment in Canada (millions of Canadian dollars)[3]	1,425 .00	3,790 .00	5,075.00	5,633.00	5,826 .00

[1] Data compiled from IMF, World Economic Outlook database – as of October 2013. GDP Deflator (Base year 2005) 2008-102.867, 2009-104.014, 2010-105.248, 2011-106.475, 2012-107.814

[2] Industry Canada Trade Data – as of October 2013.

[3] Statistics Canada, Table 376-0051 – as of October 2013.

[4] An international dollar has the same purchasing power over GDP as the U.S. dollar has in the United States.

2012-13 Highlights

Expanding the Economy and Diversifying Markets

REPRESENTING ALBERTA'S AGRICULTURE INDUSTRY

In 2012, the AKO welcomed a delegation led by IIR Minister Cal Dallas that included an Alberta barley mission and representatives from the New West Partnership. These missions demonstrate Alberta's commitment and interest in the Korean market, and indicate the level of support for Alberta exports, specifically for agri-food products. The AKO provides market intelligence and business connections that are invaluable to the industry.

Alberta Barley Mission: The 2012 mission included participants from the Alberta Barley Commission, the Canadian International Grains Institute, Agriculture and Agri-food Canada, and the private sector. Participants visited a feed mill in Gangwon province and met with Gangwon provincial officials and key Korean feed industry representatives to discuss market opportunities in Korea. Two export leads for Alberta companies were generated, resulting in one completed contract between an Alberta company and two Korean cattle and feed companies.

Seoul Food Show: In collaboration with Alberta Agriculture and Rural Development and the Canada Pavilion, the AKO participated in the Seoul food show in May 2012. Two Alberta companies attended the show and promoted Alberta agri-food industries. The AKO facilitated negotiations between the Alberta companies and target market firms.

Maple Gala 2013: In partnership with the Embassy of Canada and the Chamber of Commerce, the AKO sponsored the Maple Gala 2013. The event was held to celebrate 50 years of diplomatic relations between Canada and South Korea. It provided an opportunity to showcase Alberta's agri-food products, including beef, beer, and honey and to promote Alberta as a tourist destination. The AKO helped arrange the showing of Travel Alberta's popular Remember to Breathe video, which was a highlight of the event.

Korean Market Reopens to Alberta Beef: In January 2012, the Korean market reopened to beef imports from Canada. This was welcome news for Alberta beef exporters. Prior to the ban in 2003, Korea was Alberta's fourth largest export market for beef products, with more than $37 million in exports in 2002. The Canada Beef Launching Event, held in May 2012, celebrated the reopening of this important export market. Through ongoing relationships with Canada Beef Inc., Alberta industry players and important contacts in the Korean market, the AKO helped promote Alberta beef exports to capitalize on this unique market opportunity.

A Global Community - Building Alberta's Brand

A WORLDWIDE AUDIENCE FOR ALBERTA

Calgary Stampede: For the centennial celebration of the Calgary Stampede in July 2012, Alberta welcomed Zio Oh, a well-known Korean film and television star, as "Mr. Calgary Stampede". This encouraged cross-cultural relations, increased awareness of the Calgary Stampede, and promoted tourism to Alberta through media coverage in Korea. The AKO co-ordinated the event, including introductions and logistical planning.

Busan Film Festival: The AKO partnered with the trade section of the Embassy of Canada to showcase an Alberta film at the 2012 Busan Film Festival. The AKO also sponsored a reception promoting Alberta agricultural products and Alberta as a film destination.

EDUCATIONAL AND SPORTS EXCHANGES AND PARTNERSHIPS

Alberta is a popular destination for students from South Korea interested in studying abroad, with South Korean students making up the third largest group of foreign exchange students in Alberta. There are many ongoing partnerships between school boards and institutions in Alberta and South Korea. The AKO works closely with Alberta Education and other stakeholder groups to build and foster educational exchanges and partnerships.

Student Recruitment Fair: At the Canada Education Fair 2012 in Seoul, the AKO partnered with Alberta Education to raise awareness of Alberta's highly reputable education system and to promote Alberta as a destination for studying abroad. The fair attracted more than 2,000 attendees who met with representatives from various Alberta school districts and post-secondary institutions.

Mount Royal University Training Programs: Gangwon province in Korea has implemented a Global Training Program for its provincial employees to prepare for the 2018 Pyongchang Winter Olympics. In co-ordination with IIR, AKO and Gangwon officials, 20 employees of Gangwon province successfully completed a training program organized by Mount Royal University during the summer of 2012. Due to the success of this initiative, a similar group of Gangwon province employees came to Alberta for training in 2013. This endeavour helps to enhance a strong relationship between Alberta and Gangwon province.

"To help build market presence in the Asia-Pacific Region, Alberta's forest sector is dependent on working with wood product market organizations that are established in key countries. With the support of the international offices, Alberta can leverage these market organizations' expertise, and sign co-operative agreements that oversee the development of detailed work plans, ultimately building Alberta's business presence in the Asia-Pacific Region." Mark Kube, Forest Market Products Innovation Forester, ESRD, Government of Alberta.

Alberta Mexico Office(AMO)

DID YOU KNOW

- *In the 2013-2014 fiscal year, the AMO aims to launch a strategic initiative to explore Mexican coal bed methane opportunities for Alberta operators and service companies.*
- *Since the inception of NAFTA in 1994, Alberta's exports to Mexico have increased more than twelve-fold.*

Mexico is one of Alberta's fastest growing export markets and Alberta's fifth largest trading partner. Alberta's energy sector accounts for more than a quarter of its GDP (2012) and, as the province looks to broaden export markets, dynamics in Mexico make the Latin American country an increasingly important trade and investment partner.

The AMO possesses technical knowledge and experience in Alberta's upstream oil and gas technologies and services industries. Activities focus on identifying oil- and gas-related technology gaps in Mexico and matching market needs and opportunities with Alberta capability, capacity, experience and technology. Furthermore, with specialization in heavy oil and shale gas development and long-standing industry connections and partnerships, the AMO is able to facilitate connections between the energy sectors in Mexico and Alberta.

In addition to energy, trade and investment, cultural bonds between Mexico and Alberta bring many benefits to the province. One of Alberta's most proactive sister-state relationships is with the State of Jalisco, Mexico. As Alberta looks to prepare businesses and individuals to be global citizens, ties with Mexico become ever more valuable and the AMO is an important part of this growing relationship.

Office Established	2002
Location	Mexico City
Staff	1 GOA and 2 locally hired

Mexico	2008	2009	2010	2011	2012 (est.)
National Population (millions)[1]	108.85	110.64	112.32.00	113.74	114.87
Nominal GDP, current prices (billions of US dollars)[1]	1,094.00	883.00	1,035 .00	1,154.00	1,163.00
GDP/Capita, PPP (current international[4] dollar)[1]	14,217.00	13,265.00	13,997 .00	14,653.00	15,300 .00
Alberta Domestic Exports (millions of Canadian dollars)[2 5]	1,077.00	977.00	744 .00	936 .00	970.00
Total Investment in Canada (millions of Canadian dollars)[3]	285.00	169.00	191 .00	121.00	Not Available

[1] Data compiled from IMF, World Economic Outlook database – as of October 2013. GDP Deflator (Base year 2005) 2008-102.867, 2009-104.014, 2010-105.248, 2011-106.475, 2012-107.814

[2] Industry Canada Trade Data – as of October 2013.

[3] Statistics Canada, Table 376-0051 –as of October 2013.

[4] An international dollar has the same purchasing power over GDP as the U.S. dollar has in the United States.

[5] Trade statistics between Canada and Mexico do not take into account trade that passes through intermediaries in the US – meaning that actual trade statistics may be greater than reported.

2012-13 Highlights

Expanding the Economy and Diversifying Markets

DIVERSIFYING ALBERTA'S OIL & GAS INDUSTRY

The AMO, in conjunction with the Canadian Society for Unconventional Resources (CSUR), developed and executed Mexico's first shale gas workshop: Fundamentals of Shale Gas Exploration and Development: Critical Elements for Success, in Poza Rica and Mexico City. With more than 600 trillion cubic feet of shale gas, Mexico has the fourth largest shale deposit in the world. The workshop attracted 200 participants and resulted in significant networking opportunities for Alberta firms. CSUR presented Mexican shale gas opportunities to industry representatives in Calgary following the workshop and a consortium of Alberta companies is well on its way to landing Mexico's first major shale gas project. Furthermore, an Alberta oil and gas service company will be opening an office in Poza Rica, Mexico.

The AMO also participated in the Congreso Mexicano del Petróleo 2012, which included hosting a booth, matchmaking programs, technical presentations and a networking reception. The Congress was attended by 12 Alberta companies and resulted in 120 business introductions and 10 negotiations, including representational services, prospective clients, new contracts, sales and expanded operations for Alberta companies.

ON THE RESEARCH BATTLEFIELD

The AMO partnered with industry to conduct market research for a cost-saving opportunity on a tank commonly used in Alberta for hot-oiling wells. As well, the AMO conducted market research and initiated metal manufacturing supply chain testing with two Alberta firms to assist in addressing competition bottlenecks. The office negotiated grant parameters with the CSUR and developed and delivered a course on developing Mexico's coal bed methane resources. In addition, the office gave a seminar on heavy oil in conjunction with an AMO-Emerging Markets trade mission.

ALBERTA FARM FAIR INTERNATIONAL

The AMO assisted in bringing 15 Mexican buyers to Alberta Farm Fair International in Edmonton. Buyers completed a return trip to Alberta following the fair to attend ranch sales and livestock auctions, resulting in more than $180,000 in exports of Alberta beef products.

A Global Community – Building Alberta's Brand

SPOTLIGHT ON ALBERTA BUSINESS

Edmonton-headquartered Katch Kan Ltd. has been operating in Mexico for years and has worked closely with the AMO. Katch Kan is a certified environmental company providing Rig Safety and Zero Spill systems for containment solutions to the oil and gas industry and operates in more than 59 countries. The company's systems are an industry norm in Canadian drilling operations, and they help save lives and decrease the environmental footprint. Katch Kan President Quinn Holtby has focused his company's attention on safety and environmental concerns in Mexico for more than a decade; when the AMO was asked to submit nominations for the Governor General Awards, Katch Kan was at the top of the list. On January 30, 2013, Katch Kan was awarded the Governor General's Visit Medallion to recognize this export company's contribution to Canada-Mexico relations. Mr. Holtby and Katch Kan Ltd. are changing the face of Mexico's drilling industry for the better.

STUDY IN ALBERTA

In co-ordination with the Embassy of Canada in Mexico, the AMO participated in the Imagine Canada Education Fair and supported six Alberta post-secondary institutions and representatives from Alberta Enterprise and Advanced Education to provide information to students interested in studying in Alberta. The fair took place over nine days across four cities in Mexico.

Alberta Taiwan Office (ATO)

DID YOU KNOW

- *With the removal of the visa requirement for Taiwanese visitors to Canada in 2010, Taiwan has the potential to become an important source of tourists for Alberta.*
- *On August 23, 2013, Dr. Chih-Kung Liu, Representative of the Republic of China (Taiwan) to Canada, presented a donation towards flood relief support for southern Alberta through the Canadian Red Cross. The act of friendship from the people of Taiwan showed their support during a difficult time in Alberta.*

With more than 20 years of experience in Taiwan, the ATO provides an important link to this key export market. In 2012, Alberta exports to Taiwan totalled more than $150 million, mainly in base metals, wood pulp, meat and animal products, and electrical or electronic machinery equipment. The Taiwanese high technology sector aims to be a world leader in applications and technology in the computing sector and nanotechnology. Accordingly, there are opportunities for investment and collaboration with Alberta businesses. Furthermore, the agri-food sector presents opportunities for Alberta businesses, particularly because of its links to health, diet and the environment. The ATO helps Alberta businesses connect with the Taiwanese market and gather market intelligence and business contacts. Cultural and community ties between Alberta and Taiwan are also of great importance and partnerships between post-secondary institutions in Alberta and Taiwan promote cultural, academic and business relationships.

Office Established	1988
Location	Taipei
Staff	2 locally hired

Taiwan	2008	2009	2010	2011	2012 (est.)
National Population (millions)[1]	23.04	23.12	23.16	23.23	23.43.00
Nominal GDP, current prices (billions of US dollars)[1]	400 .00	378.00	430.00	466.00	466.00
GDP/Capita, PPP (current international[4] dollar)[1]	32,204.00	31,782.00	35,595.00	37,716.00	38,486.00
Alberta Domestic Exports (millions of Canadian dollars)[2]	231.80	156.64	190.02	187.58	152.26
Total Investment in Canada (millions of Canadian dollars)[3]	95.00	120.00	131.00	82.00	86.00

[1] Data compiled from IMF, World Economic Outlook database – as of October 2013. GDP Deflator (Base year 2005) 2008-102.867, 2009-104.014, 2010-105.248, 2011-106.475, 2012-107.814
[2] Industry Canada Trade Data – as of October 2013.
[3] Statistics Canada, Table 376-0051 – as of October 2013.
[4] An international dollar has the same purchasing power over GDP as the U.S. dollar has in the United States.

2012-13 Highlights

Expanding the Economy and Diversifying Markets

TASTING ALBERTA AT THE TAIPEI INTERNATIONAL FOOD SHOW

The ATO and Alberta Agriculture and Rural Development (ARD) jointly hosted a booth in the Canada Pavilion at the Taipei International Food Show. Three Alberta companies participated and displayed samples of Alberta food products. Because of contacts made at the food show, an Alberta exhibitor was chosen to provide bottled beverages for the Canada Food Festival at a well-known, high-end supermarket chain in Taiwan. Exposure at the trade show enabled another Alberta company already present in the market to meet contacts to assist with business development in Taiwan.

COMPUTEX TAIPEI 2012

The ATO hosted the Alberta Pavilion at Computex Taipei 2012, Asia's largest computer exhibition. The Alberta Pavilion featured three booths displaying seven Alberta companies. In conjunction with the exhibition, the

ATO helped organize the Canadian ICT Partnering Forum and networking reception with the Canadian Trade Office in Taipei. The office brought in local industry associations as co-organizers of the event and generated market intelligence in the form of a post-show report to keep Alberta businesses informed. This report was disseminated to key contacts in Alberta and made available via the ATO website. The events allowed Alberta companies to connect with clients and partners, as well as to meet potential business contacts from Taiwan and network with trade show participants from other parts of the world.

ALBERTA WHEAT

The ATO collaborated with an Alberta wheat producer mission to the Taiwanese market. Participants included ARD, the Alberta Wheat Commission, and a Canadian agricultural solutions firm with operations in Alberta. As a result of the mission, several hundred tons of product has been shipped from Alberta to Taiwan.

Promoting Alberta and Investment Attraction

POSITIONING AN ALBERTA FIRM FOR SUCCESS

An innovative spinoff from the University of Calgary, Trusted Positioning Inc. (TPI), develops world-leading software for indoor positioning of consumer devices, such as smart phones and tablets. The Alberta Taiwan Office has been instrumental in helping market TPI's products in Taiwan. The ATO has helped TPI successfully showcase at Computex Taipei. The ATO further helped connect the company with important business development opportunities in Taiwan.

A Global Community – Building Alberta's Brand

PROMOTING THE ALBERTA BRAND

Banff Film Festival in Taiwan: The ATO collaborated with the Banff Mountain Film Festival's Taiwan organizer to present a video clip showcasing Alberta's strengths and presenting the province as a world-class travel destination and a desirable place to live and work. The video was shown to thousands at the festival, which also featured films about mountaineering, outdoor sports, culture, and the environment.

Tourism Edmonton: Tourism Edmonton travelled to Taipei to promote Edmonton and Alberta as travel destinations. The ATO supported and assisted the delegation by inviting local media to the promotional gathering as well as arranging an interview. As a result, a travel article on Edmonton was published in a Taiwanese newsletter.

STUDY IN ALBERTA

Culinary arts programs offered in Alberta's polytechnic schools have been introduced to management and students at the Taipei Kai-Ping Culinary Vocational School. Kai-Ping strongly encourages students to pursue experiences overseas and Alberta institutions are key potential partners for these programs.

The ATO and the Canadian Trade Office in Taipei organized a visit by representatives from MacEwan University who spoke to local high school district leaders. The event was an opportunity to promote Alberta as an English language learning destination and a place to study.

"The Alberta Taiwan Office has provided TPI with significant marketing help during multiple Computex trade shows and has aided TPI with business development efforts within Taiwan. The personnel from the Alberta Taiwan Office have been professional, efficient and driven towards results. We thank all the individuals for their great help." Chris Goodall, CEO, Trusted Positioning Inc.

Alberta United Kingdom Office (AUKO)

CELEBRATING HERITAGE

An estimated 1.6 million Albertans report to have English, Scottish or Welsh lineage. Cultural exchanges between Alberta and the U.K. showcase our shared heritage and help to strengthen ties. Exemplifying our common bonds, Calgary portraitist Eric Olson attended the BP Portrait Awards at the British National Portrait Gallery and Alberta vocalists Tammy Weis and Angela Molineux performed at a number of events in London, including Premier Alison Redford's visit in July 2012.

The United Kingdom is a global hub for finance and investment and a powerful member of the European Union. As such, it provides a crucial platform for the AUKO to promote Alberta and advocate for its interests.

The AUKO plays a strategic role linking Alberta businesses with export opportunities in the U.K., particularly in the health and technology sectors. The office also promotes international investment in Alberta. The U.K. is an important source of investment with more than $54 billion in foreign direct investment in Canada in 2012. The AUKO also works to enhance Alberta's image as an attractive place to live and travel, assisting Alberta companies to recruit skilled workers, and promoting cross-cultural exchanges.

In 2012-2013 the AUKO continued to play a leading advocacy role to ensure Alberta's economic interests were effectively represented. Working closely with key European parliamentarians, policymakers and other stakeholders, the AUKO advanced a balanced, fact-based perspective about Alberta's energy sector and environmental record, particularly during the discussions related to the EU Fuel Quality Directive and its proposed implementation.

Office Established	2003
Location	London
Staff	1 GOA and 2 locally hired

United Kingdom	2008	2009	2010	2011	2012 (est.)
National Population (millions)[1]	61.37	61.80	62.22	62.64	63.07
Nominal GDP, current prices (billions of US dollars)[1]	2,670	2,193	2,267	2,431	2,434
GDP/Capita, PPP (current international[4] dollar)[1]	36,253	34,874	35,731	36,552	36,728
Alberta Domestic Exports (millions of Canadian dollars)[2]	218.36	161.24	149.56	137.97	156.10
Total Investment in Canada (millions of Canadian dollars)[3]	49,551	47,062	42,379	47,253	54,558

[1] Data compiled from IMF, World Economic Outlook database – as of October 2013. GDP Deflator (Base year 2005) 2008-102.867, 2009-104.014, 2010-105.248, 2011-106.475, 2012-107.814
[2] Industry Canada Trade Data – as of October 2013.
[3] Statistics Canada, Table 376-0051 – as of October 2013.
[4] An international dollar has the same purchasing power over GDP as the U.S. dollar has in the United States.

"[The Alberta United Kingdom Office] is terrific to work with as we plan and implement our strategy for the U.K. market. They have provided guidance that is helping us effectively focus our efforts, coached us on practical tips for implementation and helped us see opportunities to leverage other U.K.-based resources."
Andrea A. Charkas, President & CEO, Global Answers for Business (GAB) Corp.

2012-13 Highlights

Expanding the Economy and Diversifying Markets

ALBERTA HEALTH TECHNOLOGY COMPANIES BRING PRODUCTS TO U.K. MARKET

The Keys to Success: Cleankeys Inc., an Edmonton-based manufacturer of easy-to-clean keyboards for safe use in a health-care setting, has made inroads into the U.K. market. In 2012, when they were looking to expand their business and increase sales abroad, they approached the AUKO. The office helped Cleankeys better understand the opportunities in the U.K. National Health Service (NHS) by providing market intelligence and an introduction to the NHS. Efforts have helped the company expand from the dental market into other health-care settings in the U.K.

Showcasing Alberta health technology at the birthplace of the Paralympic Games: Alberta companies participated in the display of e-health products at Stoke Mandeville Hospital during the Paralympic Games in 2012. Stoke Mandeville is the birthplace of

the Paralympic Games and the hospital is keen to highlight the connection between e-health technology and sport. Stoke Mandeville Hospital continues to be a leading centre for telecare and telehealth in the United Kingdom and Europe. The hospital is also a U.K. leader in rehabilitation, a field in which Alberta companies are eager to advance their technology market share in hospital settings in the U.K.

ECOBUILD CONFERENCE

The Alberta exhibit in the Canadian pavilion at Ecobuild, the largest green building event in the world, featured 17 Alberta organizations. Building products and technologies were featured and the pavilion drew significant attention from conference attendees. The AUKO and IIR, in collaboration with the Canadian High Commission and Atlas Marketing, facilitated a networking event at Ecobuild which attracted an estimated 150 participants.

Curved Walls Inc., located in Edmonton, exhibited its building component systems at the conference. This is what they had to say about the event:

"A number of referrals were garnered by IIR's efforts and Curved Walls' presence at Ecobuild, and the firm is further exploring those international prospects. IIR efforts have helped Curved Walls Inc. to better understand and identify European opportunities." Chris Sorge, President, Curved Walls Inc.

Promoting Alberta and Investment Attraction

REPRESENTING ALBERTA AT THE FARNBOROUGH INTERNATIONAL AIRSHOW

The AUKO partnered with stakeholders Western Economic Diversification, the Manitoba Aerospace Association and the Government of British Columbia, as well as the federal government and other Canadian industry players, to host a booth at the 48th annual Farnborough International Airshow. The airshow brings together the aerospace industry across the U.K. and the world and provides a platform to showcase collaboration and investment opportunities. Attendance at the fair has led to significant interest in Canada, including planned missions to explore further opportunities in Alberta.

A Global Community

SKILLED WORKER RECRUITMENT

To help meet the needs of Alberta businesses, the AUKO supports skilled worker recruitment programs, including consulting with the College of Physicians and Surgeons of Alberta about its recruitment efforts and qualifications assessment, networking at Suncor's skilled worker recruitment reception and meetings with JAB Recruitment regarding their needs for skilled oilfield workers.

Clark Builders, based in Edmonton, has expanded skilled labour recruitment internationally. Through consultation with the Alberta United Kingdom Office, they gained a better understanding of the labour market in the U.K. and have led several successful recruitment missions in the market. Familiarizing themselves with the culture and economy of the U.K. enabled them to better source the skilled workers they require to grow their business in Alberta.

GLOBAL ENERGY MBA EXCHANGE

The AUKO co-hosted the inaugural University of Calgary Haskayne School of Business Global Energy MBA session in London and Oxford and hosted a closing dinner reception at Canada House for the class participants and instructors. This event was a chance to network, promote the services of the AUKO, build important connections with Alberta business leaders, and highlight potential Alberta-U.K. business opportunities.

SHARING BEST PRACTICES

The AUKO has been working with organizations in Cambridge, including the Cambridge Network, ideaSpace and Cambridge Wireless, to better understand the so-called "Cambridge Phenomenon" – a leading-edge technology and biotechnology cluster – and what lessons can be drawn for Alberta. The AUKO organized visits for Alberta Innovates Technology Futures to Cambridge, introducing them to key players within the business community with a view to developing an on-going Alberta-Cambridge dialogue focused on sectors such as ICT and life sciences.

U OF A AND OXFORD MEDICAL SCHOOL COLLABORATION

The AUKO introduced and facilitated discussion between the School of Medicine at the University of Alberta and Oxford Medical School. Collaborative efforts in diabetes and islet research have led to faculty exchanges and work is well underway for graduate student exchanges. Links between the faculties provide significant opportunities for students of both schools and strengthen academic and research ties. The AUKO also facilitated joint research in behavioural science between the University of Oxford and the University of Lethbridge and collaboration between the University of Oxford and the University of Calgary in the study of stroke treatment and prevention and bone and joint health.

Alberta Washington Office (AWO)

DID YOU KNOW

- *The U.S. remains Alberta's largest trading partner; between 2008 and 2012, the U.S. accounted for 88.5% of Alberta's global exports.*
- *The U.S. is Alberta's sole market for live cattle and hogs (excluding purebred), and accounts for almost 74% of Alberta's beef exports by volume.*
- *Tourism: In 2011, Alberta hosted 775,000 person-visits from the U.S., with expenditures of $559 million.*

The Alberta Washington Office (AWO) brings Alberta's voice to the U.S. capital, co-ordinating the province's relations with legislators, policy-makers, think-tanks, and the business community. The AWO is engaged in ongoing discussions on the benefits of environmentally responsible natural resource development and continued free trade with the U.S., our closest neighbour and foremost investment and trading partner. The AWO also builds and maintains regional and local relationships with New England and the U.S. south, and complements relations with other regions throughout the U.S.

Office Established	2004
Location	Washington, D.C.
Staff	1 GOA, 1 locally hired and 1 Alberta Representative

United States	**2008**	**2009**	**2010**	**2011**	**2012 (est.)**
National Population (millions)[1]	304.72	307.37	309.73	311.95	314.70
Nominal GDP, current prices (billions of US dollars)[1]	14,292.00	13,974.00	14,499 .00	15,076 .00	15,653 .00
GDP/Capita, PPP (current international[4] dollar)[1]	46,901.00	45,461.00	46,811.00	48,328.00	49,802.00
Alberta Domestic Exports (millions of Canadian dollars)[2]	96,687.00	58,913.00	68,273 .00	80,750 .00	82,039.00
Total Investment in Canada (millions of Canadian dollars)[3]	292,364.00	299,260.00	317,746 .00	310,883.00	326,527.00

[1] Data compiled from IMF, World Economic Outlook database – as of October 2013. GDP Deflator (Base year 2005) 2008-102.867, 2009-104.014, 2010-105.248, 2011-106.475, 2012-107.814

[2] Industry Canada Trade Data – as of October 2013.

[3] Statistics Canada, Table 376-0051 – as of October 2013.

[4] An international dollar has the same purchasing power over GDP as the U.S. dollar has in the United States.

2012-13 Highlights

Advocating for Alberta

The AWO facilitates meetings and events for the Premier, Ministers, MLAs, and Alberta officials in Washington, D.C., and New York. The office further co-ordinates visits to Alberta by U.S. legislators, legislative staff, and members of the Washington, D.C.-based think-tank community. Visits provide context around Alberta's resource development activities and the province's regulatory environment as well as an opportunity to showcase Alberta's industry, technology, and environmental initiatives.

Highlights from programs that were co-ordinated throughout the year include:

- Premier Redford attended the National Governors' Association (NGA) Winter Meeting in February 2013. At the NGA meeting, the Premier, accompanied by Diana McQueen, Minister of Environment and Sustainable Resource Development, met formally with Maine Governor Paul LePage and Mississippi Governor Phil Bryant, and interacted informally with more than 20 other governors, discussing Alberta's continued commitment to serve as an environmentally responsible supplier of energy to the U.S.

- Cal Dallas, Minister of International and Intergovernmental Relations, visited Washington, D.C., in June 2012 to meet with congressional officials and deliver a keynote address to the Canadian-American Business Council, showcasing Alberta as a significant international energy supplier and highlighting opportunities for increased trade and investment.

- Visits to Alberta by Senator John Hoeven (R-ND), Representative Eliot Engel (D-NY), Representative Daniel Lipinski (D-IL), Representative Sylvestre Reyes (D-TX), Representative Gene Green (D-TX) and Representative James Clyburn (D-SC) raised Alberta's profile, among members of Congress.

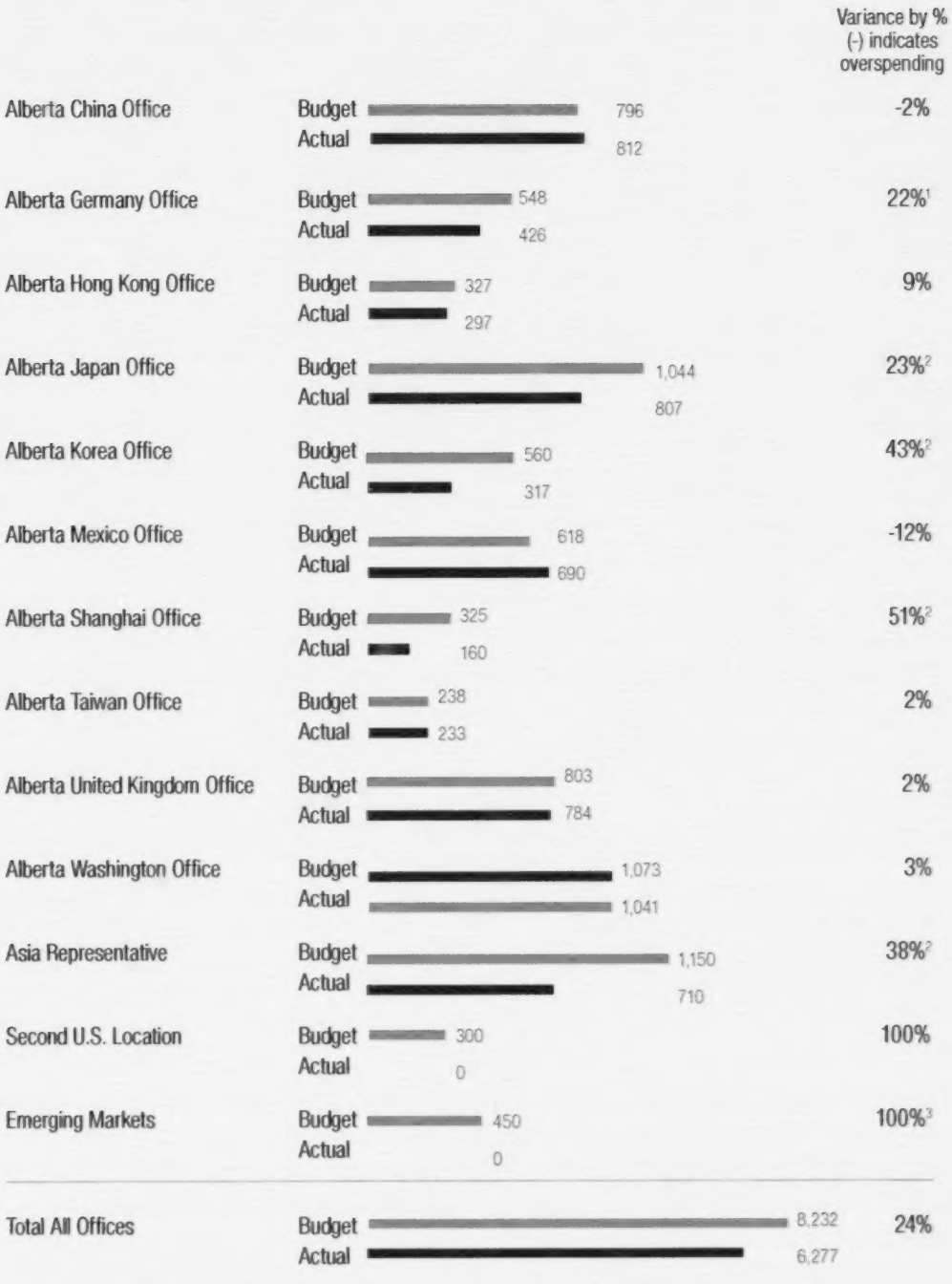
A VOICE FOR ALBERTA

The AWO represented Alberta at key industry-focused conferences both in and outside of Washington, D.C., including conferences hosted by the Can-Am Border Trade Alliance, the National Conference of State Legislators, the New England-Canada Business Council, the Southern Legislative Conference, the Energy Council and the Ports-to-Plains Alliance. Attendance at conferences raises awareness of Alberta and Alberta's issues more broadly throughout the U.S. With projects like the Keystone pipeline under scrutiny in the United States, it is crucial that Alberta maintain a presence and a voice in the U.S. capital.

While energy and environmental issues are often a main focus, the AWO is also an important voice and advocate for Alberta on other key policy areas, particularly those involving issues related to agriculture and forestry. The office has been instrumental in communicating Alberta's position on U.S. mandatory country-of-origin labeling and pressing for continued fair market access for beef and cattle.

APPENDIX : BUDGET INFORMATION 2012-13

Alberta's International Offices Budget vs. Actual Comparison (in thousands of dollars)
April 1, 2012 – March 31, 2013



[1] Variance is due to reduced travel and operating costs.
[2] Variance is due to staffing vacancy.
[3] Office was not opened in the 2012-2013 fiscal year.

Alberta International Offices

BEIJING
Alberta China Office
Embassy of Canada
19 Dongzhimenwai Dajie
Chaoyang District, Beijing 100600
People's Republic of China
Tel: 011.86.10.5139-4272
Fax: 011.86.10.5139-4465
Email: albertachinaoffice@gov.ab.ca
Website: www.albertacanada.com/china

HONG KONG
Alberta Hong Kong Office
Room 1004 Admiralty Centre
Tower Two, 18 Harcourt Road
Central, Hong Kong SAR
Tel: 011.852.2528-4729
Fax: 011.852.2529-8115
Email: albertahongkongoffice@gov.ab.ca
Website: www.albertacanada.com/hongkong

MUNICH
Alberta Germany Office
Consulate of Canada
Tal 29, 80331 Munich, Germany
Tel: 011.49.89.2199-5740
Fax: 011.49.89.2199-5745
Email: albertagermanyoffice@gov.ab.ca
Website: www.albertacanada.com/germany

MEXICO CITY
Alberta Mexico Office
Embassy of Canada
Calle Schiller No. 529
Colonia Polanco
Del. Miguel hidalgo
Mexico D. F., Mexico 11560
Tel: 011.52.55.5724-7913
Email:albertamexicooffice@gov.ab.ca
Website: www.albertacanada.com/mexico

SHANGHAI
Alberta Shanghai Office
Consulate General of Canada in Shanghai
ECO City Building 8th floor, 1788 Nanjing Xi Lu
Jing An District
Shanghai 200040, China
Website: www.albertacanada.com/shanghai

TOKYO
Alberta Japan Office
Place Canada, 3rd Floor
3-37, Akasaka 7-chome
Minato-ku, Tokyo 107, Japan
Tel: 011.81.3.3475-1171
Fax: 011.81.3.3470-3939
Email: albertajapanoffice@gov.ab.ca
Website: www.albertacanada.com/japan

SEOUL
Alberta Korea Office
Embassy of Canada
21, Jeong-donggil (Jeong-dong),
Jung-gu, Seoul 110-120, Korea
Tel: 011.82.2.3783-6000
Fax: 011.82.2.3783-6174
Email: albertakoreaoffice@gov.ab.ca
Website: www.albertacanada.com/korea

TAIPEI
Alberta Taiwan Office
Canadian Trade Office in Taipei
CiTi Tower
5/6F, No. 1 Song Zhi Road, XinYi District
Taipei City 11047, Taiwan
Tel: 011.886.2.8789-2006
Fax: 011.82.2.3783-6147
Email: albertataiwanoffice@gov.ab.ca
Website: www.albertacanada.com/taiwan

LONDON
Alberta U.K. Office
High Commission of Canada
Macdonald House
1 Grosvenor Square
London, England W1K 4AB
Tel: 011.44.20.7258-6473
Fax: 011.44.20.7258-6309
Email: albertaukoffice@gov.ab.ca
Website: www.albertacanada.com/uk

WASHINGTON, D.C.
Alberta Washington Office
Embassy of Canada
501 Pennsylvania Avenue N.W.
Washington, D.C. 20001
Tel: (202) 448-6475
Fax: (202) 448-6477
Website: www.albertacanada.com/us

Alberta
Canada

www.albertacanada.com

November 2013
ISSN
Print: 1929-7793
PDF: 1929-7807